

# Pictura™ 310 ds

digital label & decal press

¥ Create labels and decals of any shape, size, color and intricacy

¥ Printing and cutting are combined into one simple process

¥ Professional-quality Pantone Color Matching available

¥ Ideal for printing package labels with UPC/EAN codes

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### S P E C I F I C A T I O N S :

Print Methods	Three modes: (1) continuous-tone, 24-bit color dye-sublimation, (2) resin thermal spot and process color, and (3) resin/wax thermal spot color
Resolution	300 x 300 dpi
Colors	Up to 16.7 million continuous-tone and dithered colors
Print Speeds	Dye-Sublimation (CMYO): 6 minutes/page Resin Thermal (CMY): 3 minutes/page Resin or Resin/Wax Thermal (spot): 1.5 minutes/page
Ribbons	Dye-Sublimation (CMYO): 50 prints/roll Resin Thermal (CMY): 50 prints/roll; 21 spot colors £200 prints/roll Resin/Wax Thermal: 13 spot colors £ 200 prints/roll
Substrates	Dye-Sub Adhesive-Backed Receiver: White Paper: White, Gloss and Matte Vinyl: White and Clear Polyester: White, Silver, Gold, Silver Matte
Page Size	12" x 20" (305mm x 508mm)
Maximum Image Area	11.71" x 17.3" (297mm x 439mm)
Dimensions	18"W x 13.5"H x 15.75"D (32.25"D with paper tray installed); 45.7cmW x 34.3cmH x 40cmD (82cmD with paper tray installed)
Weight	71 lbs. (32 kg)
Languages	Windows 95 (native 32-bit spooler)
Standard Interfaces	Centronics-ECP type parallel
System Requirements (Recommended)	Pentium II 233Mhz or higher, 64MB RAM or higher, ECP parallel port with DMA channel,1GB free hard drive space
Power	100/110-120/220-240 VAC, 50/60 Hz
Approvals	Safety: UL1950, TUV-GS (IEC950) EMC: FCC Class A, CRC c1374 Class A, CISPR 22-B, TUV-EMC CE: Self-certified based on IEC 801-2-3-4, CISPR 22-B and IEC 950 certification
Options	FotoMUG!® Starter Kit T-Shirt Transfer Paper Spare Paper Tray Spare Ribbon Cartridge Printer Cleaning Kit

**PRIMERA**  
TECHNOLOGY, INC.

Two Carlson Parkway North, Plymouth, MN 55447-4446 U.S.A.  
1-800-797-2772 (U.S. and Canada only) or (612) 475-6676 FAX: (612) 475-6677  
World Wide Web: <http://www.primeratechnology.com>  
E-mail: [sales@primeratechnology.com](mailto:sales@primeratechnology.com)

**PRIMERA**  
TECHNOLOGY EUROPE™

Fritz-Ullmann-Straße 13, 55252 Mainz-Kastel, Germany  
Telefon: +49-(0)700-77463720 Fax: +49-(0)700-77463723  
E-mail: [sales@primeraeurope.de](mailto:sales@primeraeurope.de)

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digital label & decal press

Print and Cut  
Your Own Full-Color  
Labels and Decals  
In Any Size  
or Shape!



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## Unlimited Design and Printing Options

A world of production possibilities are at your fingertips with the new Pictura 310ds Digital Label & Decal Press. With Pictura 310ds, you can print and cut labels or decals in any color, size or shape – directly from your desktop computer! This innovative press works automatically, printing and cutting in one simple, unattended process.

## Innovative Technology Ensures Professional-Quality Results

Pictura 310ds utilizes our advanced resin thermal and dye-sublimation ribbon-based printing technologies to fuse images permanently onto the print media through heat and pressure. The results are as impressive as the technology itself – detail is sharp, and colors are bright and vibrant.

Our RasterText™ image enhancement feature allows Pictura 310ds to print text as small as 6 points with incredible clarity. Variable information such as serial numbers can also easily be inserted into each label printed. And for your packaging needs, Pictura 310ds prints high-quality, scannable bar codes directly onto any type of label.

The innovative technology of the Pictura 310ds assures that all of your labels and decals are produced with immaculate, photo-quality detail!

## Automatic Built-In Die-Cutting

With Pictura 310ds' exclusive Digital DieCut™ technology, printing and precision die-cutting are incorporated into one easy, time-saving step. The built-in cutting process is simple to initiate – just import the label design, and select a cut format. Choose a standard “die cut” design (square, rectangle, triangle or circle) or a “contour cut” that precisely outlines the image. Once the format has been selected, Pictura 310ds automatically cuts the labels to fit your specifications. Now you can produce full-color labels and decals, in any size or shape, in just minutes!

## Print On Paper, Polyester or Vinyl

With Pictura 310ds, you can choose from a wide variety of label and decal substrates, including: paper, vinyls and even white, silver or gold polyesters. Simply call to order any printing materials and matching ribbons that you need.

## Pantone® Color Matching for Accurate Colors

With its unique ribbon-based print system, Pictura 310ds allows you to match and produce virtually any Pantone color on a wide variety of substrates. Pictura 310ds also incorporates our easy-to-use PrimaColor™ software to assure brilliant, accurate color matching for your full-color photographic images. From one-color to full process-color jobs, you're assured of quality that exceeds your expectations every time.

Unlike other digital presses, Pictura 310ds uses a paneled ribbon system which prints process and spot colors automatically – so you get convenient, hands-free printing! Since there's no need for ribbon changes between colors, simply set up your job and walk away. Our paneled dye-sublimation ribbons even include a built-in clear overlaminate to protect against abrasion and fading.

## PressPrint™ Software Makes Production Simple

Pictura 310ds is operated with our powerful PressPrint software, developed specifically for label and decal converting. This easy-to-use program allows you to import customer files, multiply images, print, and die-cut automatically.



*Pictura 310ds' built-in Digital DieCut technology makes precise die-cutting easy.*

## Attention Professional Printers!

Pictura 310ds is the ideal solution for flexo, offset, screen or “quick” printers who are looking to build new profits on short-run printing jobs. This revolutionary new digital press:

- Generates profitable short-runs
- Eliminates artwork, film, dies, inks, make-ready, and clean-up
- Frees up flexo offset, letterpress and screen printing equipment for longer runs
- Produces continuous-tone, photo-quality printing with no dithering or screen patterns

## Primera Technology – People Who Innovate™

The people behind Primera Technology, Inc. have a rich heritage of developing innovative printing technologies for a wide range of industries. Previously marketed under the FARGO brand name, our products deliver a high degree of customer value. With years of experience and a cutting-edge creative vision, we are committed to providing our customers with exciting breakthrough products such as the new Pictura 310ds.

**PRIMERA**  
TECHNOLOGY, INC.

Create Your Own Full-Color Labels and Decals –  
Order Pictura 310ds Today!